



# **U.S. Army 2005 MWR Leisure Needs Survey Results**

**80<sup>th</sup> ASG - SHAPE Chievres  
Germany**

# BRIEFING OUTLINE

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## □ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

## □ **SURVEY RESULTS**

- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

## □ **NEXT STEPS**

# PROJECT OVERVIEW

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## MWR STRATEGIC BUSINESS PLANNING MODEL



# METHODOLOGY

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## ▮ PROJECT SCOPE

- 92 sites were surveyed in 2005
  - Northeast (21 sites)
  - Northwest (10 sites)
  - Southeast (13 sites)
  - Southwest (14 sites)
  - Europe (20 sites)
  - Korea (9 sites)
  - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
  - Active Duty Soldiers
  - Spouses of Active Duty Soldiers (CONUS only)
  - DA Civilians
  - Retirees (CONUS only)
- 1,544 surveys were distributed at 80<sup>th</sup> ASG - SHAPE Chievres



## ▮ SURVEY ADMINISTRATION

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

## ▮ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

# METHODOLOGY

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### □ SURVEY SAMPLE

- Four population segments
  - Active Duty
  - Civilian Employees
  - Spouses of Active Duty (CONUS only)
  - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate *</u>	<u>Confidence Interval **</u>
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
80 <sup>th</sup> ASG - SHAPE Chievres:					
Active Duty	1,125	957	61	6.37%	±12.20%
Spouses of Active Duty	N/A	N/A	N/A	N/A	N/A
Civilian Employees	587	587	53	9.03%	±12.84%
Retirees	N/A	N/A	N/A	N/A	N/A
<b>Total</b>	<b>1,712</b>	<b>1,544</b>	<b>114</b>	<b>7.38%</b>	<b>±8.87%</b>

\* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

\*\*A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym

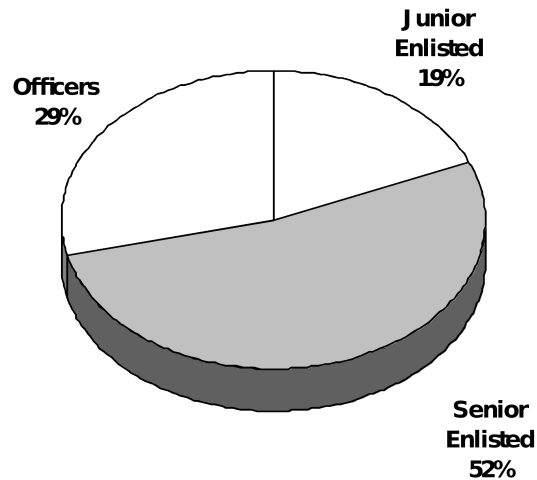
# PATRON SAMPLE\*

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## RESPONDENT POPULATION SEGMENTS

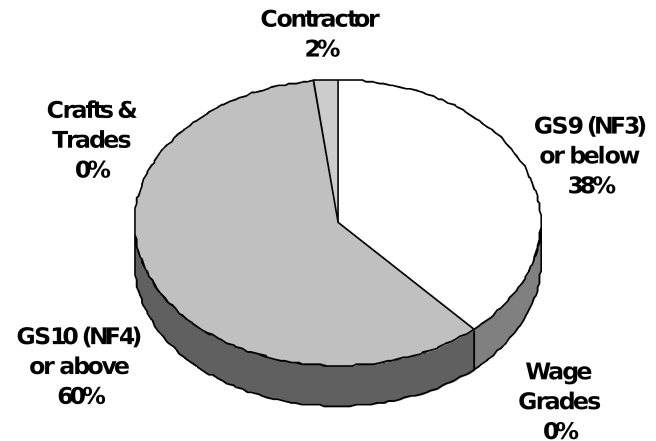
### ACTIVE DUTY

(n = 59)



### CIVILIANS

(n = 52)



\* The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

# PRODUCTS

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## □ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

## □ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center



# MWR PROGRAMS & FACILITIES: USAGE AT 80<sup>th</sup> ASG - SHAPE CHIEVRES

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## **MOST FREQUENTLY USED FACILITIES**

Bowling Food & Beverage	58%
Athletic Fields	56%
Bowling Center	44%
ITR - Commercial Travel Agency	39%
Outdoor Recreation Center	37%

## **LEAST FREQUENTLY USED FACILITIES**

BOSS	10%
Bowling Pro Shop	11%
School Age Services	12%
Youth Center	16%
Multipurpose Sports/Tennis Courts	23%

# MWR PROGRAMS & FACILITIES: SATISFACTION AT 80<sup>th</sup> ASG - SHAPE CHIEVRES\*

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## FACILITIES WITH HIGHEST SATISFACTION RATINGS\*

School Age Services	4.35
BOSS	4.32
ITR - Commercial Travel Agency	4.17
Outdoor Recreation Center	4.14
Athletic Fields	4.06

## FACILITIES WITH LOWEST SATISFACTION RATINGS\*

Multipurpose Sports/Tennis Courts	3.51
Army Lodging	3.59
Bowling Food & Beverage	3.66
Bowling Pro Shop	3.69
Youth Center	3.70

\*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

# MWR PROGRAMS & FACILITIES: QUALITY AT 80<sup>th</sup> ASG - SHAPE CHIEVRES\*

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## FACILITIES WITH HIGHEST QUALITY RATINGS\*

School Age Services	4.14
Outdoor Recreation Center	4.05
BOSS	3.85
ITR - Commercial Travel Agency	3.84
Athletic Fields	3.79

## FACILITIES WITH LOWEST QUALITY RATINGS\*

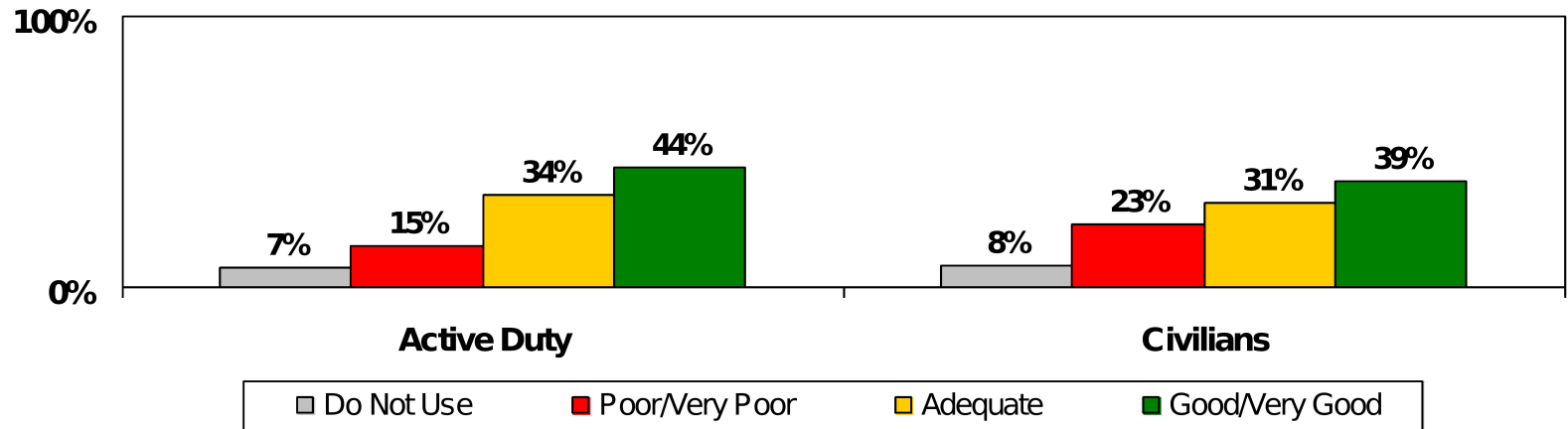
Bowling Pro Shop	3.26
Bowling Food & Beverage	3.44
Multipurpose Sports/Tennis Courts	3.49
Youth Center	3.52
Bowling Center	3.57

\*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

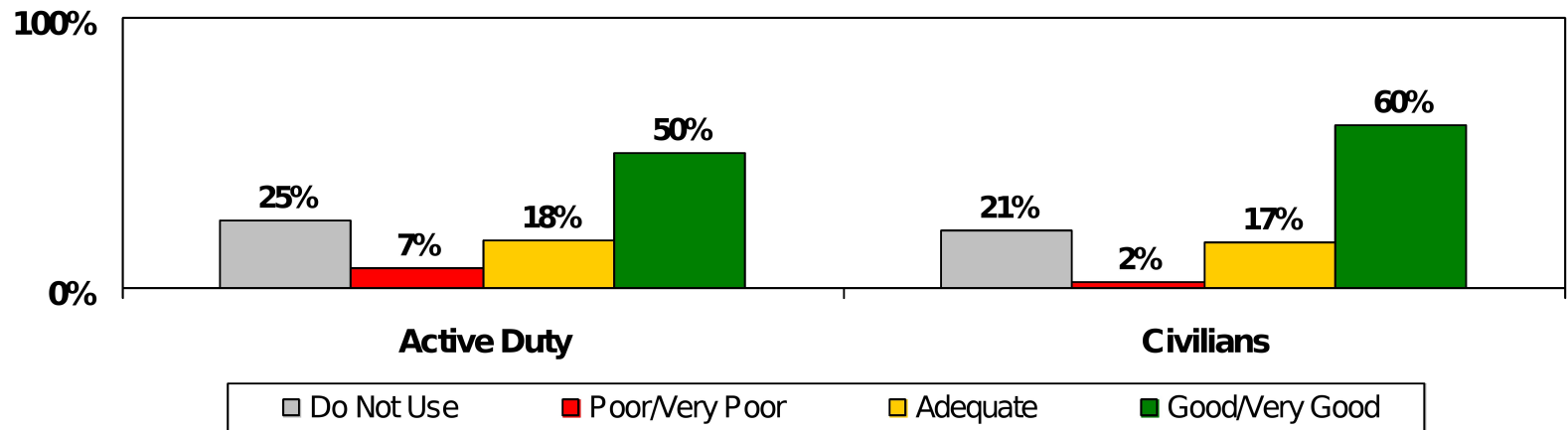
# MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

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## Quality of On-Post Services



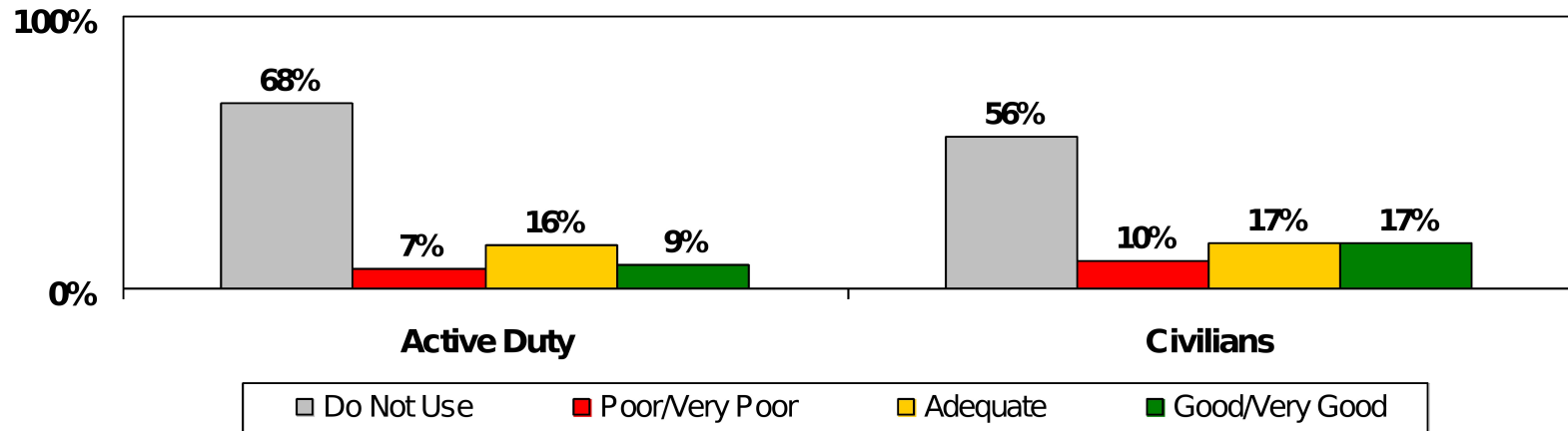
## Quality of Off-Post Services



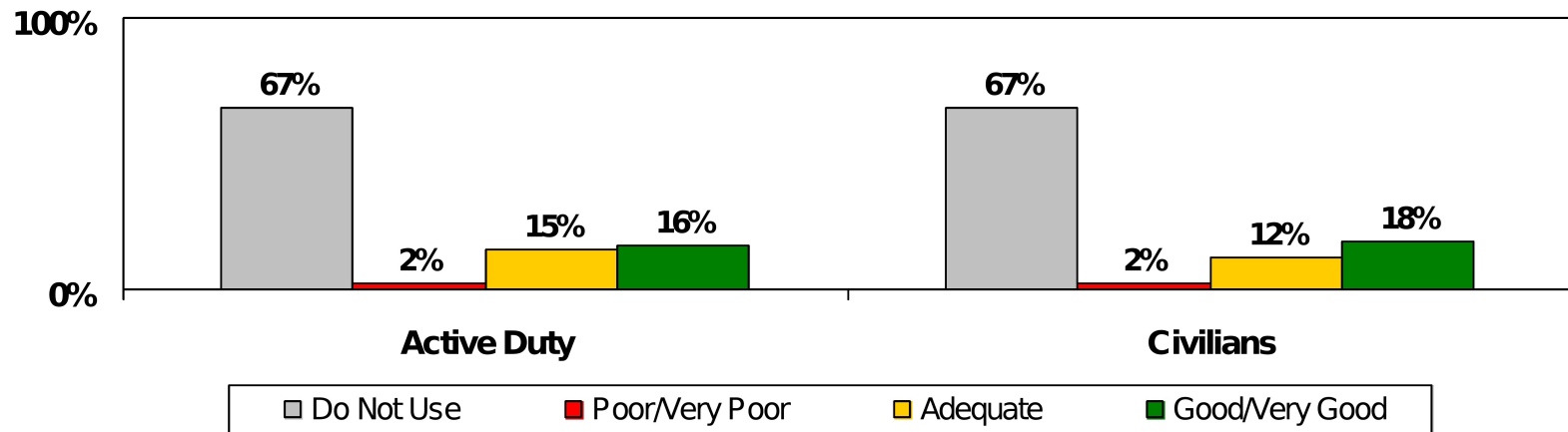
# MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

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## Quality of On-Post Services



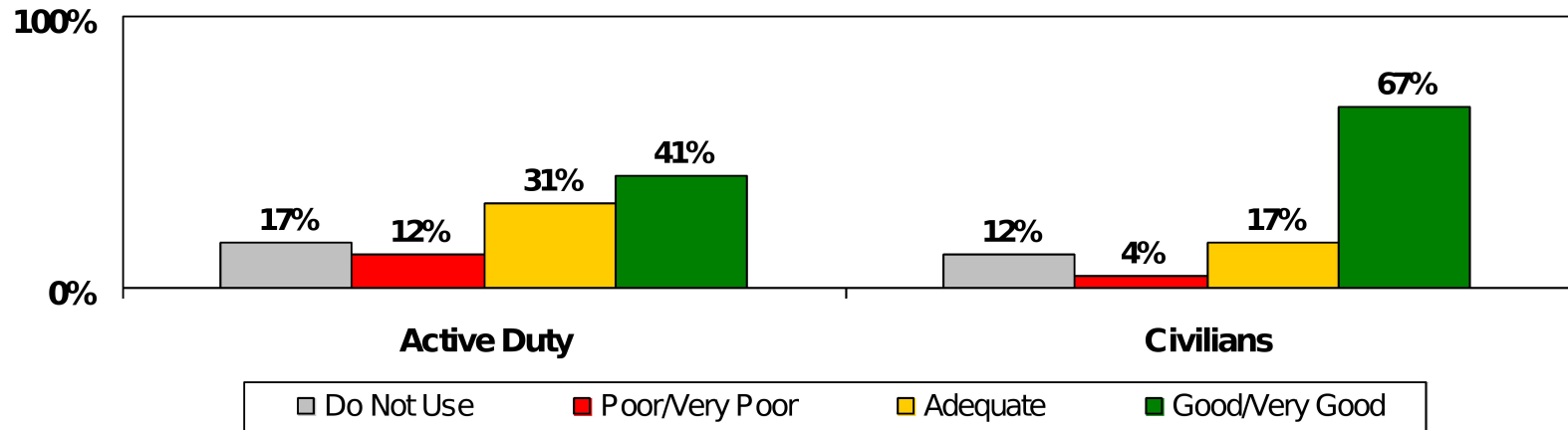
## Quality of Off-Post Services



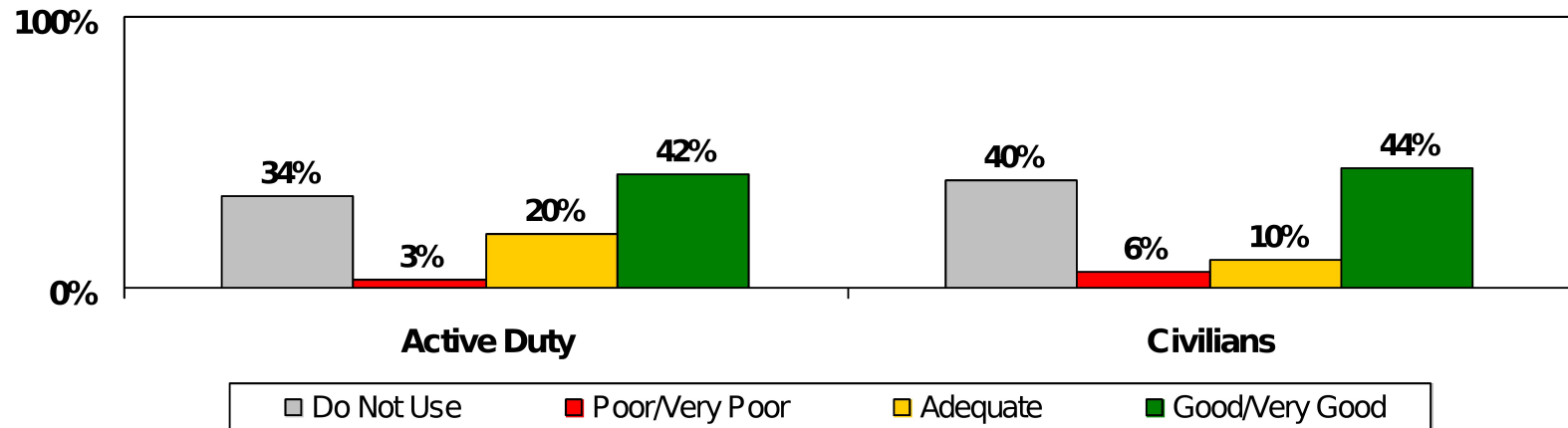
# MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

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## Quality of On-Post Services

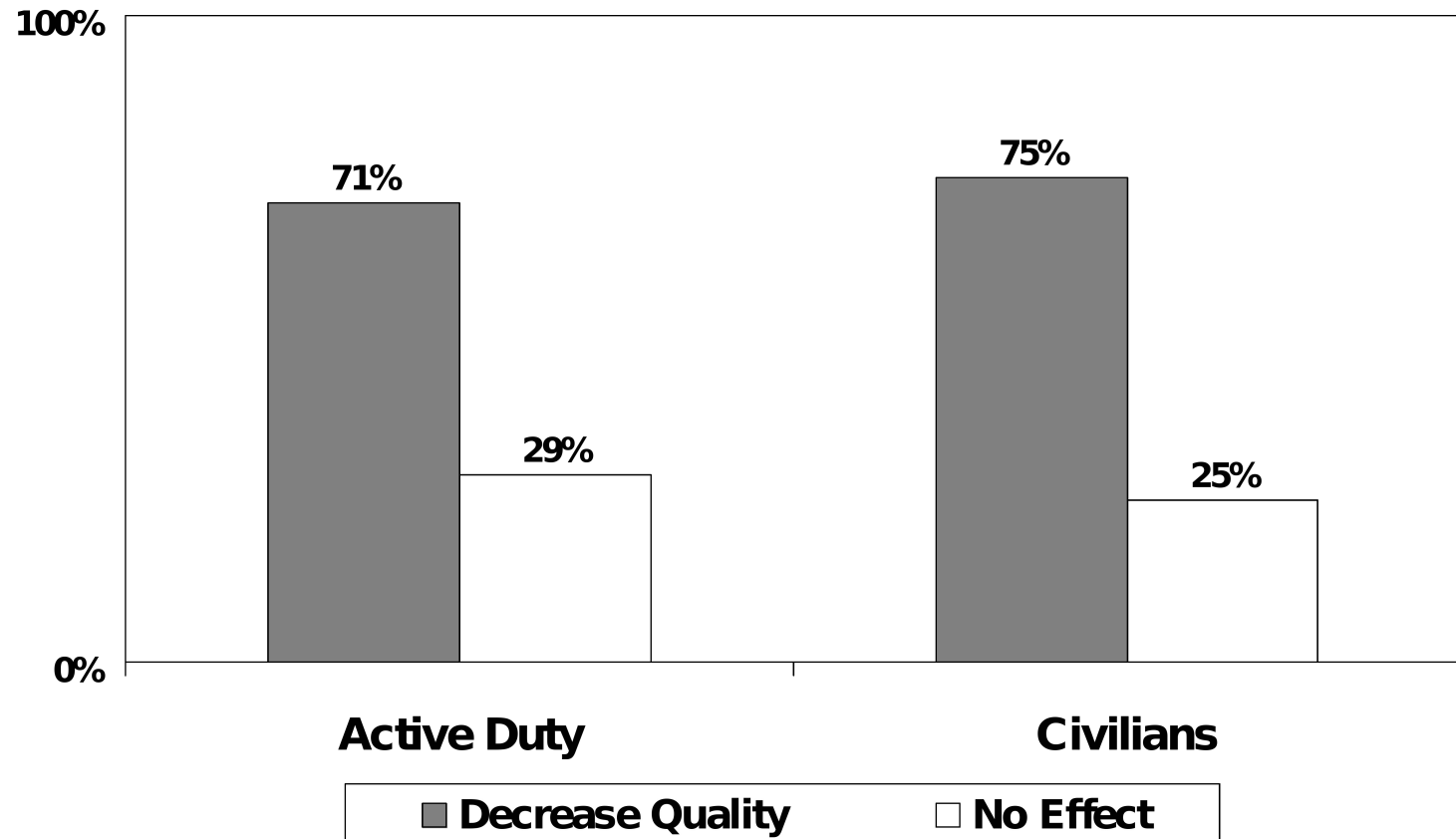


## Quality of Off-Post Services



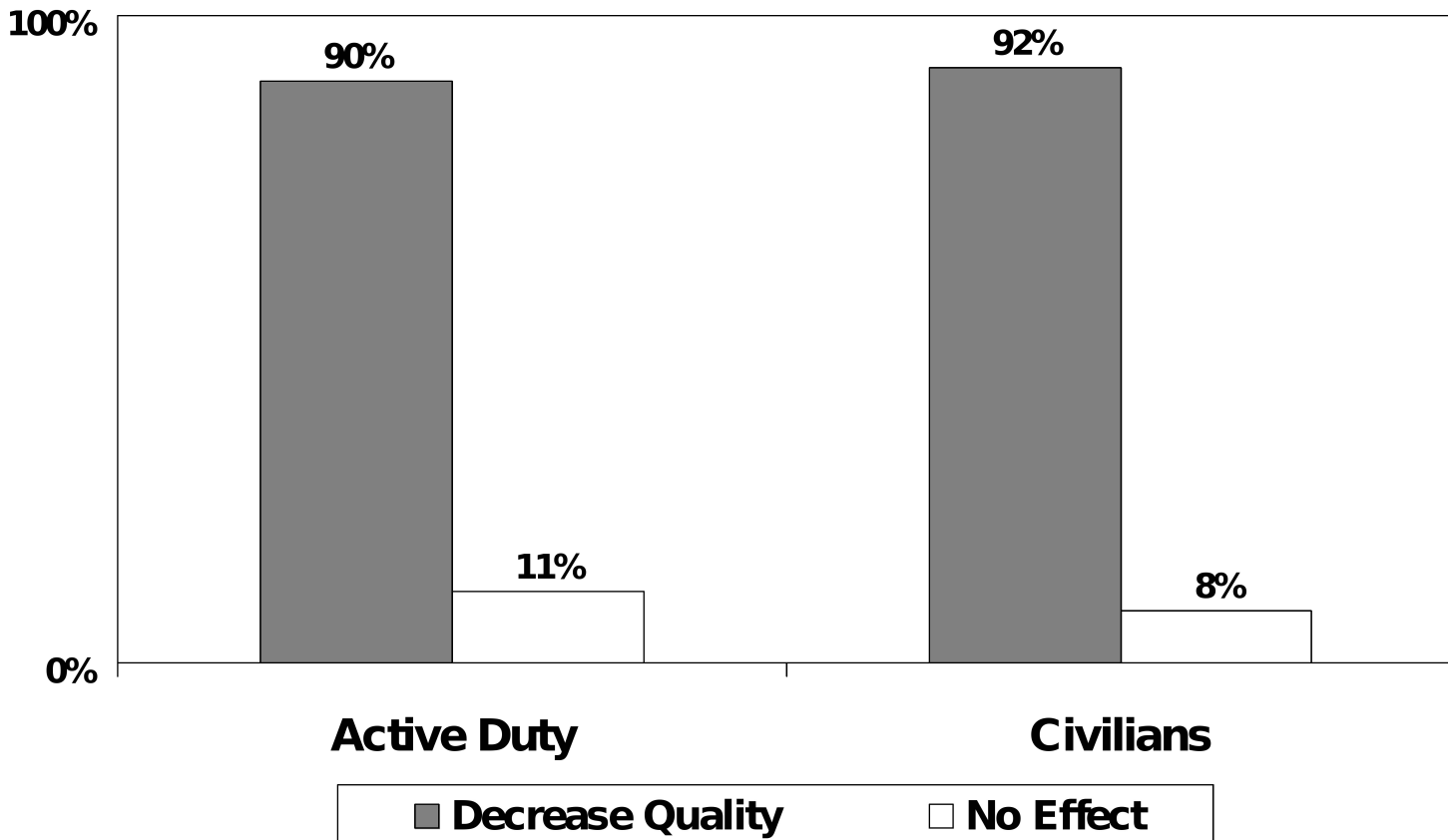
# MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

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# MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

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# MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

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Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

## **Top 7 Activities/Programs**

Fitness Center/Gymnasium	86%
Library	68%
Army Lodging	60%
Child Development Center	51%
Athletic Fields	51%
Automotive Skills	49%
Youth Center	44%

RV Park	83%
Golf Course Pro Shop	73%
Golf Course	60%
Cabins & Campgrounds	59%
Golf Course Food & Beverage	52%
Bowling Pro Shop	50%
Car Wash	39%

## **Bottom 7 Activities/Programs**

# MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION\*

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WHERE DO YOU GET INFORMATION?	ACTIVE DUTY	CIVILIANS	TOTAL
Internet	40%	46%	42%
E-mail	<b>52%</b>	<b>83%</b>	<b>62%</b>
Friends and neighbors	45%	37%	42%
Family Readiness Groups (FRGs)	17%	15%	16%
Bulletin boards on post	48%	48%	48%
Post newspaper	42%	67%	50%
MWR publications	47%	<b>73%</b>	56%
Radio	<b>55%</b>	<b>69%</b>	<b>60%</b>
Television	35%	40%	37%
My child(ren) let(s) me know	12%	8%	10%
Other unit members or co-workers	28%	33%	30%
Unit or post commander or supervisor	20%	12%	17%
Marquees/billboards	13%	38%	22%
Flyers	<b>63%</b>	67%	<b>65%</b>
Other	7%	2%	5%
I never hear anything	3%	0%	2%

\*The top 3 sources of MWR information are shaded for each patron group and the total population.

# MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE\*

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MWR PROGRAM/SERVICE	ACTIVE DUTY
Army Child and Youth Services	75%
Better Opportunities for Single Soldiers	67%
Army Community Service	56%
MWR Programs and Services	86%

\* Positive = moderate, great or very great extent

# ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

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ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	62%	100%	0%
Outreach programs	49%	90%	10%
Family Readiness Groups	67%	95%	5%
Relocation Readiness Program	79%	100%	0%
Family Advocacy Program	80%	90%	10%
Crisis intervention	61%	100%	0%
Money management classes, budgeting assistance	75%	100%	0%
Financial counseling, including tax assistance	75%	100%	0%
Consumer information	46%	100%	0%
Employment Readiness Program	59%	87%	13%
Foster child care	36%	100%	0%
Exceptional Family Member Program	59%	94%	6%
Army Family Team Building	57%	89%	11%
Army Family Action Plan	56%	90%	10%

\* Percentage of Active Duty users

# ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY

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POSITIVE* ACS IMPACTS	ACTIVE DUTY
Satisfaction with my job	64%
Personal job performance/readiness	57%
Unit cohesion and teamwork	56%
Unit readiness	61%
Relationship with my spouse	50%
Relationship with my children	52%
My family's adjustment to Army life	44%
Family preparedness for deployments	55%
Ability to manage my finances	49%
Feeling that I am part of the military community	46%

\* Positive = moderate, great or very great extent

# CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY

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POSITIVE* CYS IMPACTS	ACTIVE DUTY
Helps minimize lost duty/work time due to lack of child care/youth sponsorship options	84%
Helps minimize lost duty/work time due to lack of child care/youth services	85%
Plays a role in influencing my decision/my spouse's decision to remain in the Army	53%
Allows me to work outside my home	53%
Allows me to work at home	46%
Offers me an employment opportunity within the CYS program	57%
Allows me/my spouse to better concentrate on my/our job(s)	68%
Provides positive growth and development opportunities for my children	85%

\* Positive = moderate, great or very great extent

# BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS):

## POSITIVE IMPACTS ON ACTIVE DUTY

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POSITIVE* BOSS IMPACTS	ACTIVE DUTY
Satisfaction with my job	47%
Personal job performance/readiness	53%
Unit cohesion and teamwork	56%
Unit readiness	47%
Ability to manage my finances	53%
Feeling that I am part of the military community	59%
Relationship with my children (single parents)	56%
My family's adjustment to Army life (single parents)	56%
Family preparedness for deployments (single parents)	56%

\* Positive = moderate, great or very great extent

# LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

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## Top 10 Leisure Activities for All Respondents

Internet access/applications (home)	70%
Entertaining guests at home	69%
Reading	58%
Multi-media (videos, DVDs, CDs)	55%
Watching TV, videotapes, and DVDs	54%
Automotive maintenance & repair	51%
Special family events	50%
Happy hour/social hour	48%
Digital photography	47%
Trips/touring	45%

## Top 5 for Active Duty

Internet access/applications (home)	67%
Entertaining guests at home	64%
Multi-media (videos, DVDs, CDs)	51%
Automotive maintenance & repair	50%
Reading	50%

## Top 5 for Civilians

Entertaining guests at home	79%
Watching TV, videotapes, and DVDs	79%
Internet access/applications (home)	75%
Reading	73%
Special family events	65%



# LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

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## Team Sports

Basketball	29%
Softball	26%
Touch/flag football	17%
Volleyball	17%
Soccer	12%

## Outdoor Recreation

Bicycle riding/mountain biking	33%
Picnicking	26%
Going to beaches/lakes	24%
Camping/hiking/backpacking	22%
Horseback riding	12%

## Social

Entertaining guests at home	69%
Special family events	50%
Happy hour/social hour	48%
Night clubs/lounges	43%
Dancing	43%

## Sports and Fitness

Running/jogging	35%
Weight/strength training	32%
Walking	26%
Cardiovascular equipment	24%
Bowling	22%

## Entertainment

Watching TV, videotapes, and DVDs	54%
Going to movie theaters	36%
Festivals/events	29%
Plays/shows/concerts	23%
Attending sports events	21%

## Special Interests

Internet access/applications (home)	70%
Automotive maintenance & repair	51%
Digital photography	47%
Trips/touring	45%
Gardening	41%

# LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCES ON POST\*

80<sup>th</sup> ASG - SHAPE Chievres

ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Reading	58%	N/A	58%
Multi-media (videos, DVDs, CDs)	55%	N/A	55%
Happy hour/social hour	43%	5%	48%
Reference/research services	39%	N/A	39%
Internet access (library)	38%	N/A	38%
Study/self development	38%	N/A	38%
Automotive maintenance & repair	34%	4%	51%

\*Top 7 leisure activity preferences ranked by on-post participation.

# LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION\*

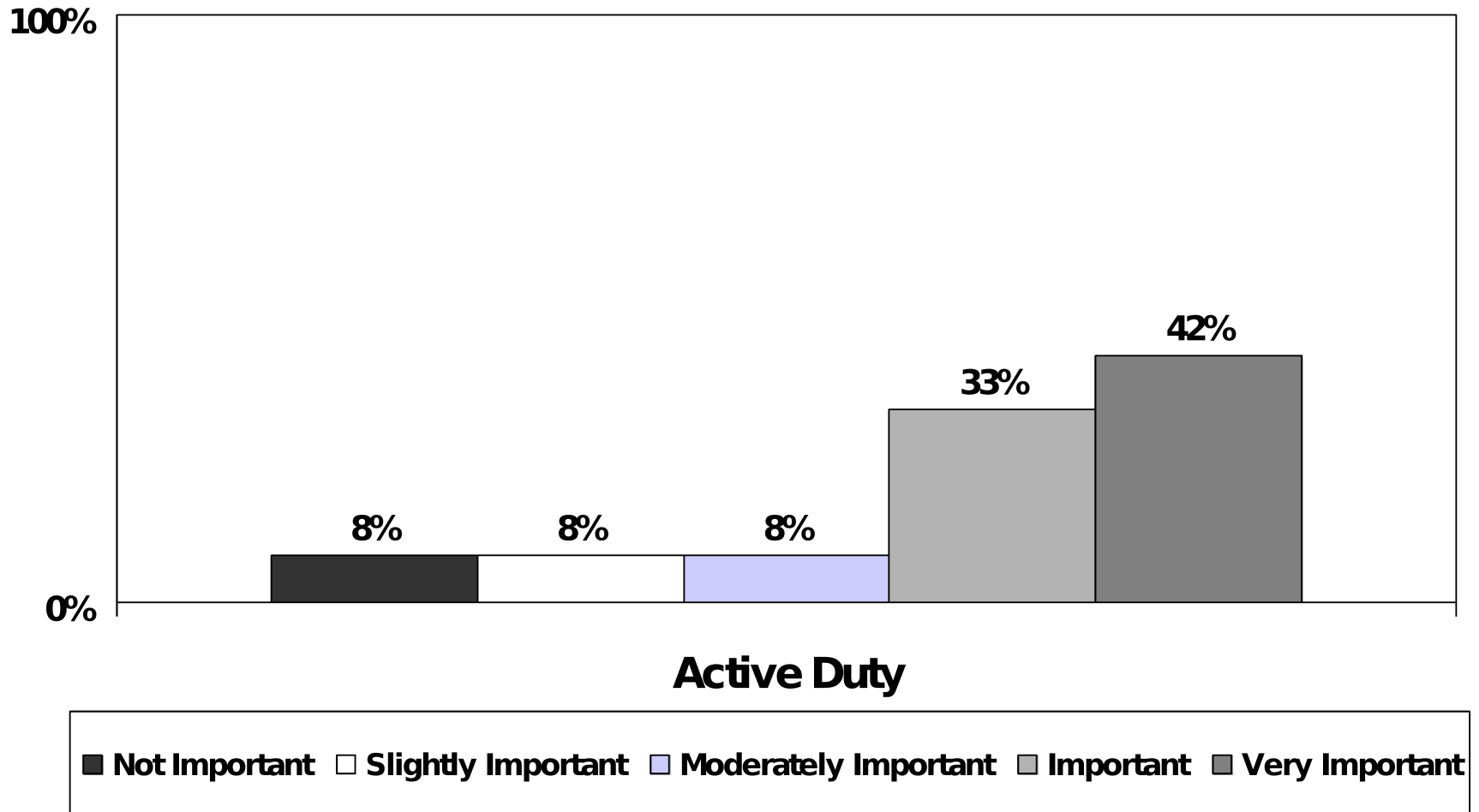
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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	11%	3%	56%	70%
Automotive maintenance & repair	34%	4%	13%	51%
Digital photography	3%	10%	34%	47%
Trips/touring	19%	26%	0%	45%
Gardening	1%	1%	39%	41%
Automotive detailing/washing	10%	8	17%	35%
Computer games	2%	0%	24%	26%

\*Top 7 special interest activity preferences ranked by overall participation.

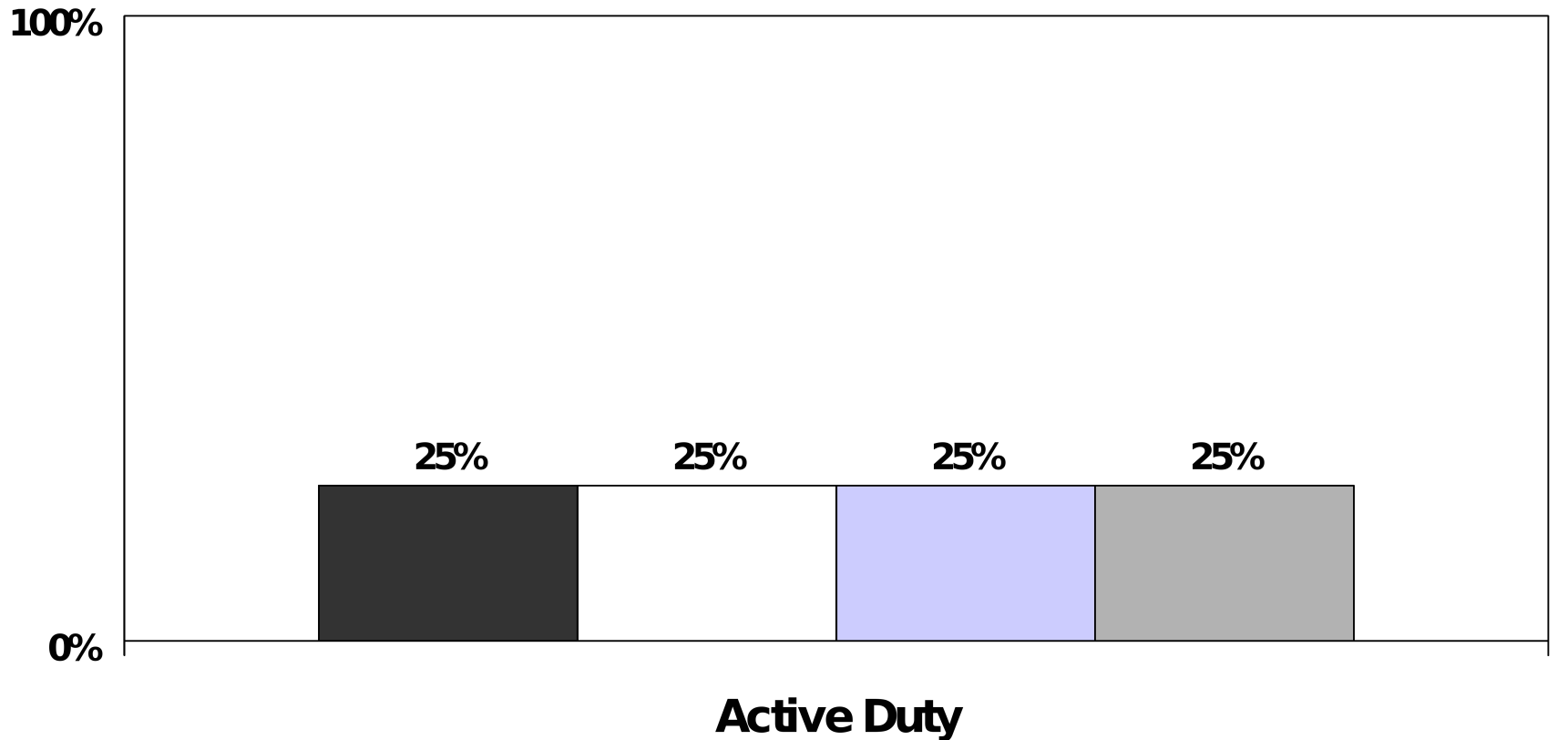
# DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

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# DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME INSTALLATION

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■ Did Not Use    □ Less Than Once Per Month    ■ 1-3 Times Per Month    ■ 4 or More Times Per Month

# CAREER INTENTIONS: ACTIVE DUTY

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Current Plans About Making the Military Your Career	ACTIVE DUTY
Definitely will not make military a career	12%
Probably will not make military a career	2%
Undecided	12%
Probably will make military a career	15%
Definitely will make military a career	60%

# NEXT STEPS

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## □ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

## □ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)